

## **2007 REAP Assemblies Evaluation Assessment**

Of the 713 participants in the assemblies 559 or 78% turned in a completed, anonymous evaluation of the meeting at the end of their assembly in exchange for a free REAP T-shirt. This was the first evaluation of the assembly process in REAP's 18-year history.

At the beginning of each assembly a raise of hands was asked to gauge how many of the audience were attending their 1<sup>st</sup> REAP Assembly. The count ranged from 30 to 50%, much lower than assemblies in 2004 and 2006 when it was almost always more than 75%. In those previous assemblies, total participants numbered closer to 1,000.

Findings include:

### **Audience Knowledge of REAP**

57% of the responses said they had no (8%) or limited (49%) knowledge of REAP, compared to 43% who said they were fairly knowledgeable (35%) or had extensive knowledge (8%).

### **Opportunity for Audience to Contribute**

87% said they had the opportunity to contribute to their satisfaction, with 12% saying they had limited opportunity, and 1% no opportunity.

### **Assembly of Benefit to the Region**

76% said they believed their assembly will benefit their region's REAP program. 19% thought 'maybe' it would benefit, while 5% said they did not know. Interestingly, no one said it would not be a benefit.

### **Natural Resource Plate Ownership**

More than 1/3 (37%) said they had natural resource license plates and another 3% actually wrote in that they were going to get them. Statewide about 1.5% of all vehicles have these plates, meaning that plate ownership of REAP assembly audiences were 23 times more than general public. Some other conclusions include:

- The more interest one has in REAP (coming to the meeting is a sign of interest), the much more likely they are to buy a plate.
- NR plate ownership (investment) may encourage REAP assembly attendance
- Those with more knowledge of REAP are much more likely to own the natural resources plate.